



Hope

for Michigan's
children.

Michigan Children's Trust Fund
2022 Tax Campaign Toolkit

Who We Are

The Children's Trust Fund is Michigan's only statewide nonprofit organization dedicated to the prevention of child abuse and neglect.

Serving as a voice for Michigan's children and families, we lead the way to better health, safety and well-being by funding over 100 effective community-based programs in all 83 Michigan counties.

CTF is funded by interest income from the trust fund, direct donations, grants, earned income, sales from the specialty license plate, fundraising events, and the income tax check-off campaign.

Help prevent child abuse and neglect and create hope for kids in YOUR community by donating to the Children's trust Fund on your state income taxes!



February 2022

Dear Leaders in Prevention,

In 2020 alone, 24,403 Michigan children were confirmed as abused and/or neglected. With this sobering statistic in mind, it's great news that everyone has the opportunity to be a positive force of change in the life of a child. To help make great childhoods happen for all individuals, you simply must be willing to take action and make a difference for our children. At this time of year especially, we ask for your support.

The Michigan Children's Trust Fund (CTF) sincerely appreciates your ongoing support of the annual tax campaign initiative. During the tax season, your direct contribution, as well as your assistance in promoting this initiative across and beyond your organization and networks is vital to the prevention of child maltreatment across the state. By utilizing the Michigan Charitable Contribution Form 4642 when completing Line 22 of your MI-1040, and donating ANY portion of your state income tax dollars, CTF can match your investment with the federal dollars we receive to stop child maltreatment in Michigan's 83 counties!

The tax initiative is one of CTF's longest-standing fundraising efforts. Since CTF was started in 1982, millions of dollars dedicated to the prevention of child abuse and neglect have been raised. Your help is needed to continue our work. Not only does contributing to CTF through this initiative ensure that funding and prevention programs will continue statewide, but it also allows for the prevention dollars raised in each county to be returned to those local communities where programming can be tailored to meet specific needs.

The 2022 Tax Campaign Toolkit has been created to provide you and your network with helpful resources to support this year's Tax Initiative. Toolkit documents include: Helpful Hints for a Successful Tax Initiative, Key Terms and Tax Initiative Language, Partners in Prevention, How to Utilize Media Effectively, a variety of specific sample materials, and more.

Your promotion in support of the Tax Campaign remains critical in ensuring Michigan's children live safe, nurtured, and healthy lives. The Michigan Children's Trust Fund thanks you for joining us as together we create Hope for Michigan's Children!

With the best interest of children in mind,

A handwritten signature in black ink, appearing to read "Suzanne Greenberg". The signature is fluid and cursive, with the first name "Suzanne" and last name "Greenberg" clearly distinguishable.

Suzanne Greenberg
Executive Director

How You Can Help

This year's 2022 Tax Campaign (2021 tax season) is intended to encourage Michigan citizens to contribute ANY portion of their State Income Tax Refund to the Michigan Children's Trust Fund in support of preventing ALL forms of child maltreatment. The contents of this toolkit are intended to serve as resources to help you promote this vital fundraising effort. The copy-ready materials are available on CTF's website at www.michigan.gov/ctftaxcampaign. Please use these documents to meet your local needs. You have permission to copy and/or reprint anything found in this Toolkit. Here are some ideas to get you started:

Promote on Social Media

To family, friends, co-workers, neighbors, etc.

Engage Your Community Partners

Reach out to institutions and organizations that you're involved with and ask them to participate in CTF's Tax Campaign and share promotional materials

Make a Donation

You can always choose to donate to CTF yourself!

Look for CTF on your Michigan Tax Form 4642

Simply choose a donation amount and your contribution will be used by local organizations to make a difference in a child's life.

Tell your Tax Preparer!

If a tax professional prepares your Michigan income tax return, be sure to inform them of your wishes to contribute to CTF!

E-Filing?

You can find the Children's Trust Fund under Contribution Funds right before you submit your return.

Check the box to create Hope for Michigan's Children!

A **\$75** donation provides a home visit for an at-risk young mother.

A **\$139** donation provides one direct service such as parent/education support.

A **\$1,000** donation provides 25 hours of respite care for a parent of a child with special needs.

How to Effectively Utilize Media

Various forms of media can be helpful in the promotion of this year's tax campaign and the prevention of child maltreatment! Check out the ideas below and utilize the samples provided in the following pages.

Social Media

Sharing status updates, photos, etc. wherever you're active online can help increase support for the tax initiative and the prevention of child maltreatment. Make your friends & family aware with your personal accounts and use your place of work's accounts to engage supporters and other organizations.

Try these ideas for creating social media posts:

- Discuss local programming and share child-centered stories that illustrate the use of funds to improve a person's life
- Add a photo or logo from organization to your status update
- Provide a link to your organization's website and/or other social media page(s)
- Share testimonials from community leaders about the importance of supporting the strengthening of families to protect against child maltreatment
- Insert a link to Line 22 of the MI-1040 and the Michigan Charitable Contribution Form 4642

Press Release

A longer document that provides a more detailed explanation of the tax initiative, your local council, CTF, and the prevention of child abuse and neglect.

Public Service Announcement

Used as filler by media; can be very powerful, however, there's no guarantee it will run during a beneficial timeslot.

Letter to the Editor

Can be a great way to reach a general audience; keep them short and focused and be sure to include a call to action.

Op Ed

Widely used to represent a column containing a strong, informed, and focused opinion on a specific issue such as CTF's tax initiative.

Whichever form you use, the most important things to remember are:

- Emphasize that CTF's Tax Campaign supports the wellbeing of children and strengthening of families throughout Michigan
- Use CTF's branding: *Hope for Michigan's Children*
- Stay on topic
- Provide an achievable call to action the audience will identify with
- Utilize real data and statistics

Sample Social Media Posts

Facebook and/or Twitter

Now is your chance to champion children in your community. Help prevent child abuse and neglect by donating to the Children's Trust Fund of Michigan on your state income tax form. Visit michigan.gov/ctf/0,4554,7-196-40190_75702---,00.html to find out how.

Preventing child abuse and neglect is a difference that we all make together. Help children in your community by donating to the Children's Trust Fund of Michigan on your state income tax form. Visit michigan.gov/ctf/0,4554,7-196-40190_75702---,00.html to find out how.

Lift up children and families by helping to prevent abuse and neglect in your community. You can support the mission of the Children's Trust Fund of Michigan through a donation on your state income tax form. Visit michigan.gov/ctf/0,4554,7-196-40190_75702---,00.html to find out how.

You can be the hero they need. Prevent child abuse and neglect in your community by donating to the Children's Trust Fund of Michigan on your state income tax form. Visit michigan.gov/ctf/0,4554,7-196-40190_75702---,00.html to find out how.

LinkedIn

Every 16 minutes, a child in Michigan is a victim of abuse or neglect. Your chance to help provide hope and a brighter future is now just a click away. You can help children in your community by supporting the mission of the Children's Trust Fund of Michigan through a donation on your 2021 state income tax form. Visit michigan.gov/ctf/0,4554,7-196-40190_75702---,00.html to find out how.

Don't forget to follow us on Facebook (@MichiganCTF) and Twitter (@CTF_Michigan) share/retweet our campaign posts!



Sample Public Service Announcement

In 2020, over twenty-four thousand children in Michigan were abused and/or neglected. Our community of *(insert county)* County and the Michigan Children's Trust Fund are teaming up in the effort change this sobering statistic. Together we create Hope for Michigan's Children and ensure that they grow up to reach their full potential.

While completing your 2021 Michigan Income Taxes, when you reach **Line 22 of the MI-1040**, please utilize the **Michigan Charitable Contribution Form 4642** to contribute ANY portion of your return to the Michigan Children's Trust Fund. Your contribution will aid in building strong and resilient children and families to protect against ALL forms of child maltreatment across the State of Michigan and in our local community of *(insert county)* County.

For more information about the Michigan Children's Trust Fund (CTF), how you can contribute, or how to participate in local fundraising and prevention initiatives, please visit www.michigan.gov/ctf. The *(insert county)* County local council and CTF sincerely thanks you for generously contributing to keeping our kids safe.

Sample Letter to the Editor

An Opportunity to Increase Child Maltreatment Prevention Funding in *(insert county)* County

We are writing to request that our friends in *(insert county)* County give special consideration to making a contribution to the Michigan Children's Trust Fund (CTF) when completing their Michigan Income Tax forms this year. Not only do tax check-off contributions to CTF increase funding dedicated to building strong and healthy families across the state of Michigan, but dollars raised in *(insert county)* are returned back to the local community through our CTF grant.

On a statewide basis, grants from the Michigan Children's Trust Fund support a wide range of programs, education, and direct services through a network of Local Child Abuse and Neglect Councils (CAN Councils). Based on locally identified needs, funding for initiatives such as infant head trauma prevention, safe sleep education, parent support, child sexual assault education and prevention, providing tangible support for newborn babies, and community-wide education. Strengthening individuals and families in these ways and more enables every child to reach his or her full potential.

Here in *(insert county)*, we use these funds to *(insert information about local organizations and prevention programming)*. Please take advantage of this opportunity to be a positive force of change in the lives of our children when filing your 2020 Michigan Income Taxes. As you complete your MI-1040, Line 22 allows you to utilize the Michigan Charitable Contribution Form 4642 to donate ANY portion of your tax-return to the Michigan Children's Trust Fund.

For more information about CTF, how you can contribute, or how to participate in local fundraising and prevention initiatives, please visit www.michigan.gov/ctf. The *(insert county)* CAN Council and CTF sincerely thanks you for choosing to make a difference and prevent ALL forms of child maltreatment.

Sample OpEd

In 2020, 24,403 Michigan children were abused and/or neglected. Our county alone was the home of *(insert local KIDS COUNT data)* of those kids. Research confirms that a safe, stable, and nurturing setting is essential so that a child can reach his or her full potential and contribute to a thriving society. The Michigan Children's Trust Fund (CTF) supports the strengthening of families through prevention programming and education, direct services, and collaboration with our *(insert county)* County local council(s): *(insert organization name(s))*. The tremendous toll that abuse and/or neglect has on a child and his or her future and our community has been recognized. It's time that together, we work to prevent abuse at a grassroots level.

Your generous decision to contribute ANY portion of your Michigan State Income Tax Return dollars to CTF when completing **Line 22 of the MI-1040** and utilizing the **Michigan Charitable Contribution Form 4642** is a vital component in protecting our children. The money raised through CTF's Tax Initiative provides essential funding for strengthening children and families. Your donation not only helps prevent ALL forms of child maltreatment across the State of Michigan, but it also allows for the return of those dollars directly back to our local community through CTF grants. Here in *(insert county)* County, we can then develop programming that meets our specific needs.

Whether you file your 2021 taxes online or by traditional paper methods, your contribution to the Michigan Children's Trust Fund will make a positive difference in the lives of our children. If you hire a tax preparer, please communicate your desire to contribute. CTF can then match your investment with federal dollars they receive to stop child abuse and neglect.

It's a sobering notion that every year, thousands of our children are not treated in the way that they deserve. However, it's powerful to know that everyone has the opportunity to be a positive force of change in the life of a child. Through completing your taxes, you have a chance to make great childhoods happen for ALL individuals!

Thank you for helping us promote our
2022 Tax Campaign!

Contact us at ctfinfo@michigan.gov with any questions!